



Sales		Retail	
1221		1222	22
1222	5, 8, 9	1223	
1223		1228	
1224		1229	
1225		ROM	
1226		PO	SC
1229		MO	PA
1240			
1244		RSM	RBM

February 21, 1996

M. A. (MIKE) BELNIAK
Chain Accounts ManagerTO: BOSTON R.O.U.
NEW YORK METRO R.O.U.
BUFFALO R.O.U.227 B South Street
Hopkinton, MA 01748
508-435-8613
Fax 508-435-8591**FOR: DISSEMINATION TO ALL SALES / RETAIL REPS WITH ...**
STOP & SHOP SUPERMARKETS -- CID # 0533 00 00**SUBJECT: STOP & SHOP RJR PROMOTIONS**

Ladies and Gentlemen:

Please find below RJR Buydown Promotions which will be in effect throughout the Stop
& Shop Supermarket Chain:♦ **Promotion (Buydown)**All styles WINSTON and WINSTON SELECTS --
\$2.00 per Carton / .20¢ per Pack price reduction
Time Period: March 10, 1996 through May 18, 1996♦ **Promotion (Buydown)**All styles VALUE SENSE
\$2.00 per Carton / .20¢ per Pack price reduction
*Time Period: March 10, 1996 through May 18, 1996***Reimbursement:** All reimbursements for the above listed promotions will be handled at
Chain Headquarters.♦ **Promotion (Coupon)**March National Workplan DORAL Carton Outlet on-carton coupon
- Authorized for all Stop & Shop locations to be placed by RJR Field Sales
personnel as allocations permit.

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"We work for smokers."

Stop & Shop Promotions

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⇒ **NOTE:** WINSTON, WINSTON SELECT and VALUE SENSE brands should be featured in all RJR Exclusive Express Checklane Displays. Additionally, DORAL 2-Pack Continuity Cards (DORAL Tin Offer / Item #501395) are recommended.

⇒ (2) Two SKU's DORAL Continuity Cards have been ordered to all Boston Region retail representatives for placement in these units

Your assistance in contacting all locations as close to the March 10, 1996 implementation date as possible to ensure these promotions are communicated to the consumer, is appreciated.

For your convenience, please find attached letters of authorization provided by Stop & Shop headquarters.

Thanks for your assistance with this Chain.

Sincerely,

Mike
M. A. Belniak

MAR/nsk

Attachments

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